

ABSTRACT OF THE DISCLOSURE

[56] The present invention provides an orthodontic bracket placement device comprising a horizontal bracket engaging means for engaging an orthodontic bracket, and a vertical shaft extending from the horizontal bracket engaging means, the shaft including a plurality of indicia for aligning with the incisal edge of a tooth when the bracket placement device is used to place an orthodontic bracket engaged by the engaging means on the tooth, wherein the horizontal bracket engaging means forms a junction with the vertical shaft that is off-center of the horizontal bracket engaging means. A method is also provided for placing an orthodontic bracket on a tooth using a bracket placement device of the present invention. Kits comprising bracket placement devices of the present invention are also provided.